

Beauty and Personal Care Retailing - Spain - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on the beauty and personal care retailing sector.
- How people shop for beauty and personal care products and which retailers they use.
- The winners and losers in the beauty and personal care retailing sector since the start of the COVID-19 outbreak.
- How behaviours of beauty and personal care shoppers have changed since the start of the COVID-19 outbreak.
- The growth of the online channel within the beauty and personal care category and the boost given to it by the COVID-19 outbreak.

After experiencing a decline in 2018, consumer spending on the beauty and personal care sector returned to growth in 2019, up 2% to reach €17.1 billion. This growth is set to be undone by events in 2020 however, as the COVID-19 pandemic and resulting financial crisis hit the retail sector.

The Spanish beauty and personal care specialists sector is highly competitive and has been experiencing an extended period of change and consolidation in recent years. Market leader Douglas continued its efforts to unite its different fascia and the Dia group's attempts to sell Clarel fell through, leading to the creation of a separate business unit. 2019 also saw the collapse of Perfumierias Marionnaud's operations in Spain, having struggled with profitability for a number of years.

The leading Spanish BPC specialists have focused on developing their multichannel strategies in recent years and this investment has proved invaluable as the COVID-19 pandemic forced stores to shut. Non-specialist rivals such as supermarkets gained an advantage in the lockdown as their stores were able to remain open throughout the year.

Our consumer research shows that in 2020 Spanish shoppers were concerned with sustainability and hygiene. The former is a long-standing trend Mintel has



“Beauty and personal care specialists suffered in 2020 as lockdowns led to temporary store closures across the country. Ecommerce was a clear winner and many specialists have pivoted to multichannel strategies. Concerns around the pandemic are still particularly high and retailers will have to improve the in-store experience with a clear focus on the customer's health and wellbeing.”

Piers Butel, Retail Analyst Buy this report now

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been tracking for a number of years and the latter a clear response to the events of 2020. Younger beauty and personal care shoppers in Spain are engaged with ecommerce and interested in using technology to improve their shopping experiences, whereas older shoppers are focused on physical stores and hygiene.

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